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EXPLORING GENERATION Z'S BEHAVIORAL INTENTION TO USE SKYSCANNER: THE ROLE OF PERCEIVED EASE OF USE, PERCEIVED USEFULLNES, AND TRUST

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Abstract

The development of information technology has changed the way people search and purchase airplane tickets. This study aims to analyze the effect of Perceived Ease of Use, Perceived Usefulness, and Trust on Behavioral Intention to Use the Skyscanner application for Generation Z in Yogyakarta. Using a quantitative approach, this study involved 100 student respondents selected through purposive sampling technique. Data were analyzed using multiple linear regression with the help of SPSS. The results showed that the three independent variables-Perceived Ease of Use (β=0.720), Perceived Usefulness (β=0.724), and Trust (β=0.708)-partially and simultaneously had a positive and significant effect on Behavioral Intention to Use with a coefficient of determination of 80.4%. These findings strengthen the Technology Acceptance Model (TAM) in the context of airfare comparison applications and emphasize the importance of ease of use, practical benefits, and trust in increasing technology adoption among Generation Z. The practical implication for application developers is the need to focus on intuitive interfaces, efficient features, and data security transparency to increase the intention to use airfare search applications.

Keywords: Perceived Ease of Use, Perceived Usefulness, Trust, Behavioral Intention, Skyscanner

JEL Classfication : M31, L86, O33, D83

1. INTRODUCTION

The rapid development of information technology every year has brought significant changes in various aspects of life, including in the air transportation sector. The digitization of travel services allows users to search, compare and purchase flight tickets more quickly and efficiently through internet-based applications. One of the most widely used platforms is Skyscanner, a meta-search application that is able to display various price and airline options in one integrated system in real-time. In this era, the ease of access and speed of information is a very

important added value in consumer decision-making.

Generation Z, born between 1997 and 2012, is known as digital natives who are very familiar with technology from an early age. They are accustomed to doing various activities through digital devices and tend to rely on apps to fulfill their daily needs, including for travel planning. However, their behavior in using flight ticket search applications is not necessarily determined by functional factors alone. Perceived ease of use, perceived usefulness, and trust are important factors that influence their intention to use the app sustainably.

To further understand technology adoption behavior by users, especially in the context of the Skyscanner application, the Technology Acceptance Model (TAM) framework introduced by (Venkatesh & Davis, 1996) is used. This model explains that acceptance of technology is strongly influenced by two main constructs, namely Perceived Ease of Use (PEOU) and Perceived Usefulness (PU). These two factors then shape user attitudes and intentions to adopt certain technologies. In the context of digital applications that are directly related to online transactions, the Trust factor is also very crucial because it relates to the security of personal data and user comfort in the purchasing process.

Previous research shows that these three factors have a significant influence on users' decisions to use digital services. (Laummon, 2022) in his study in Thailand found that users prefer Skyscanner because of its easy interface and efficient search features. On the other hand, trust has also been shown to play an important role in creating user loyalty and satisfaction (Alamsyah Sutantio et al., 2024; Wicaksono & Maharani, 2020). With the increasing number of digital users and the growth of e-commerce in the transportation sector, it is important to look deeper into the factors that influence user behavior in a local context, particularly in Yogyakarta which is a student city with a high Generation Z population.

Although there are various studies that have examined technology adoption through the TAM approach, there are still few studies that specifically examine the influence of PEOU, PU, and Trust variables on behavioral intention to use the Skyscanner application in the context of flight ticket search in Indonesia. Therefore, this study aims to empirically analyze how these three variables influence the intention to use the Skyscanner app among Generation Z students in Yogyakarta.

By conducting a survey-based quantitative analysis of 100 respondents, this study is expected to make a theoretical contribution to the development of TAM literature and practical for application developers and air transportation industry players. The results of this study are also expected to be a reference for application development strategies that are more responsive to the needs and expectations of young users in the digital era.

2. LITERATURE REVIEW

2.1 Perceived Ease of Use (PEOU)

Perceived Ease of Use (PEOU) is the extent to which a person believes that using a system will be free of effort (Davis, 1989). In the context of digital applications such as Skyscanner, PEOU reflects the user's belief that the process of navigating and using the application does not require great effort. According to (Schnall, 2017), some of the indicators that define PEOU include the ease of learning, understanding, and using the app. In the Technology

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Acceptance Model (TAM) model, PEOU is a key component that can influence attitudes towards technology use.

Research by (Chawla & Joshi, 2019) revealed that high perceived ease of use increases the likelihood of users to adopt digital systems. Applications with intuitive interfaces, fast response times, and simple navigation structures will be considered easy to use by users. Generation Z, as digital natives, have high expectations of a smooth and efficient user experience. Therefore, in the context of Skyscanner, the easier the app is to use, the more likely they are to reuse it in the flight ticket search process.

2.2 Perceived Usefulness (PU)

Perceived Usefulness (PU) refers to the extent to which a person believes that using a system will improve their performance (Venkatesh & Davis, 1996). In the world of travel apps, such as Skyscanner, PU relates to the effectiveness of the app in helping users complete tasks, such as comparing ticket prices, finding the best flights, or accessing destination information.

According to research by (Safitri, 2024), PU indicators include work speed, task completion effectiveness, ease of use, and improved work performance. Previous studies such as by (Legris et al., 2003) confirmed that PU has a strong influence on user attitudes in using online ticket booking services. In other words, if the application is considered useful in achieving user goals, then the probability of its adoption will increase.

In the context of Generation Z, they tend to choose technologies that provide high functional value. This is due to their pragmatic and efficient characteristics in utilizing time (Santosa, 2015). The Skyscanner application, which provides real-time search results and the ability to compare prices from various airlines, is considered to provide significant benefits, which in turn encourages users' intention to continue using the application.

2.3 Trust

Trust or trust in the context of technology is the user's belief that the system will work as it should and can be relied upon, especially in terms of data protection and information integrity (Kalangit et al., 2022). Trust is becoming increasingly important in online transactions, especially those involving personal data and payments.

According to the theory developed by (Kumala et al., 2020) and (Schnall, 2017)v, trust is formed from three main components, namely ability (ability of service providers), benevolence (goodwill towards consumers), and integrity (honesty and transparency in running services). The study (Fitriyadi et al., 2023) confirms that trust can be built through strong security features, positive user reviews, and consistent usage experience.

In this study, trust is an important variable because Generation Z is very concerned about the security and reliability of digital platforms. The Skyscanner app, which uses data encryption and has an international reputation, indirectly builds that trust. The higher the trust users have towards the app, the more likely they are to have behavioral intentions to continue using it.

2.4 Behavioral Intention to Use

Behavioral Intention to Use refers to the extent to which a person has the intention to use a particular technology in the future (Venkatesh & Davis, 1996; Wicaksono & Maharani,

2020). In the TAM model, behavioral intention is a direct predictor of actual use of a system. In the context of Skyscanner, Behavioral Intention reflects how much intention users, especially Generation Z, have to continue using the application to search for flight tickets.

According to (Kurnia & Tandijaya, 2023), behavioral intention indicators include the intention to reuse, use consistently, and recommend the app to others. Generation Z has a tendency to share positive experiences with fellow users through social media, so their intention to recommend Skyscanner is an important part of technology adoption.

Previous research by (Suryani et al., 2020) confirms that behavioral intention is a crucial construct that is influenced by perceptions of convenience, benefits, and trust in technology. Therefore, in the context of this research, understanding the factors that influence behavioral intention can provide strategic insights for app developers in creating relevant and desirable solutions.

3. METHOD, DATA, DAN ANALYSIS

3.1 Operational Variables

Variable	Indicator	scale
Perceived Ease Of Use (X1)	a) Easy to learn b) Effortless c) Easy to us	Ordinal
Perceived Usefulness (X2)	a. Fast work b. Effective c. Easier	Ordinal
Trust (X3)	a) Ability b) Benevolence c) Integrity	Ordinal
Behavioral Intention (Y)	a) Will Use b) Will often c) Will recomendation	Ordinal

3.2 Data Collection, Research Instruments, and Testing Methods

This research uses a quantitative approach with a survey method. This method was chosen to analyze the relationship between the variables studied, namely Perceived Ease of Use, Perceived Usefulness, and Trust on Behavioral Intention to Use the Skyscanner application. The population in this study are students in the Special Region of Yogyakarta who belong to Generation Z, namely individuals born between 1997 and 2012. This population was chosen because they are active users of digital technology and flight ticket search applications.

The total population of students in Yogyakarta is estimated to reach 791,562 people. Using the Slovin formula, purposive sampling was used and the number of samples taken in this study was 100 respondents. The criteria for selecting respondents are as follows:

- **a.** Students aged between 12 to 27 years.
- **b.** Students who have used the Skyscanner application to search for airplane tickets.

Data analysis techniques using SPSS (Statistical Program for Social Science). The data analysis method uses validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, partial test (t test), simultaneous test (F test), multiple linear regression test and

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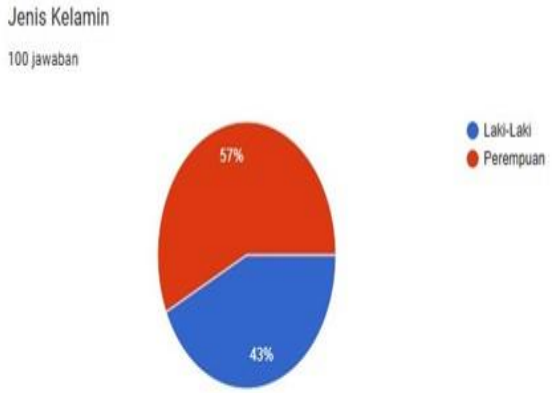
determination coefficient test (R^2). To measure respondents' opinions, a Likert scale is used, which measures the subject's response into 5 (five) points as listed in table 1.

4. RESULTS AND DISCUSSION

4.1 Respondent Characteristics

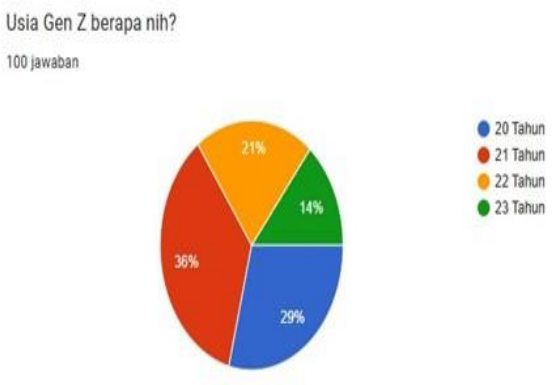
This research was conducted by involving 100 Generation Z respondents in the Special Region of Yogyakarta who had used the Skyscanner application to search for airline tickets. The sampling used purposive sampling technique with specific criteria that have been determined (Sarjono & Julianita, 2011). Respondents' demographic data showed a gender distribution with a female dominance (57%) compared to male (43%) as illustrated in Figure 1.



Gender distribution of respondents

(Source: Primary data, 2025)

From an age perspective, the majority of respondents were 21 years old (36%), followed by 20 years old (29%), 22 years old (21%), and 23 years old (14%), reflecting the representation of Generation Z in this study (Figure 2).



Age distribution of respondents
(Source: Primary data, 2025)

In addition, respondents' air transportation usage patterns show that most (60%) take flight trips 1-5 times per year,

while 30% make 6-10 trips, and only 10% make more than 10 air trips per year (Figure 3).

Frequency of respondents flights in a year
(Source: Primary data, 2025)

All respondents (100%) confirmed having used the Skyscanner app to compare airfares from different airlines and travel agents (Figure 4), demonstrating the penetration of this platform among Generation Z students in Yogyakarta.

Skyscanner app usage
(Source: Primary Data, 2025)

4.2 Instrument Validity and Reliability

The validity of the research instrument was tested using correlation is significant 0.01 (2-tailed) with the help of SPSS. The validity test results for all statement items on the Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Trust, and Behavioral Intention to Use variables show an r-count value greater than the r-table (0.256) for 100 respondents, which indicates that all instruments are valid (Table 1).

Table 1. Instrument Validity Test Results

Question	R-Count Value	R-Table Value	Description
	PERCEIVED EASE OF USE		
X.P1	0,899	0,256	Valid
X.P2	0,886	0,256	Valid
X.P3	0,880	0,256	Valid
	PERCEIVED USEFULNESS		
X.P4	0,904	0,256	Valid
X.P5	0,904	0,256	Valid
X.P6	0,894	0,256	Valid
	TRUST		
X.P7	0,910	0,256	Valid
X.P8	0,917	0,256	Valid
X.P9	0,926	0,256	Valid
	BEHAVIORAL INTENTION		
X.P10	0,940	0,256	Valid
X.P11	0,941	0,256	Valid
X.P12	0,929	0,256	Valid

Source: Primary Data processed, 2025

The reliability test was carried out using the Cronbach's Alpha method with the help of SPSS. The instrument is considered reliable if the Cronbach's Alpha value exceeds 0.60. The analysis results show that all variables have Cronbach's Alpha values above 0.60, with PEOU (0.866), PU (0.883), Trust (0.906), and Behavioral Intention (0.930), which confirm the reliability of this research instrument (Table 2).

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Table 2. Reliability Test Results

Variables	Cronchbac's Alpha	Conditions	Decree	Description
PERCEIVED OF USE	0.866	>	0,60	VALID
PERCEIVED USEFULNESS	0.883	>	0,60	VALID
TRUST	0.906	>	0,60	VALID
BEHAVIORAL INTENTION	0.930	>	0,60	VALID

Source: Primary data processed, 2025

4.3 Classical Assumption Test

Before proceeding to the regression analysis, a classical assumption test was performed to ensure the reliability of the model. The normality test was carried out using the Kolmogorov-Smirnov method, with the results showing the value of Asymp. Sig. (2-tailed) of 0.908 (>0.05), which indicates that the data is normally distributed.

The multicollinearity test shows that the Tolerance value for the three independent variables is above 0.1 (PEOU: 0.707; PU: 0.734; Trust: 0.643) and the VIF value is below 10 (PEOU: 1.414; PU: 1.362; Trust: 1.556), which confirms the absence of significant multicollinearity in the model (Wicaksono & Maharani, 2020).

The heteroscedasticity test using the Glejser method produces a significance value above 0.05 for all independent variables (PEOU: 0.165; PU: 0.934; Trust: 0.394), indicating that the model is free from heteroscedasticity problems.

4.4 Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to evaluate the influence of PEOU, PU, and Trust on Behavioral Intention. The regression model obtained is:

$Y = 1,286 + 0,340X_1 + 0,344X_2 + 0,249X_3$

Where:
Y = Behavioral Intention
X_1 = Perceived Ease of Use
X_2 = Perceived Usefulness
X_3 = Trust

This equation indicates that all independent variables have a positive influence on Behavioral Intention. The PEOU regression coefficient (0.340) indicates that an increase in perceived ease of use will increase user behavioral intention. Similarly, the PU (0.344) and Trust (0.249) coefficients indicate that an increase in perceived usefulness and trust will increase the behavioral intention of using the Skyscanner application (Chawla & Joshi, 2019).

4.4 Hypothesis Test and Discussion

4.4.1 Effect of Perceived Ease Of Use on Behavioral Intention

The t-test results show the t-count value (10.278) > t-table (1.66055) with a significance of 0.000 <0.05, which means H_1 is accepted. Thus, PEOU has a positive and significant effect on Behavioral Intention. PEOU's standardized beta value (0.720) indicates that it is the most dominant factor in the model (Table 3).

Table 3. T Test Results for PEOU Variables

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.001	.683		7.325	.000
[1] PERCEIVED EASE OF USE	.613	.060	.720	10.278	.000

Dependent Variable: BEHAVIORAL INTENTION

Source: Primary data processed, 2025

The most dominant indicator in PEOU is the statement "The Skyscanner app is an easy-to-use tool for finding airline tickets" with a correlation score of 0.899. This confirms that app ease of use is a crucial factor influencing users' behavioral intentions, particularly among Generation Z who value efficiency and intuitive interfaces.(Santosa, 2015).

This finding supports the premise of the Technology Acceptance Model (TAM) developed by Davis (1989), which states that ease of use is a major determinant in technology adoption. Similar results were also found in research (Santosa, 2015), which confirmed that perceived ease of use has a significant effect on behavioral intention to use technology systems.

4.4.2 Effect of Perceived Usefulness on Behavioral Intention

The t-test results for PU show a t-count (10.400) > t-table (1.66055) with a significance of 0.000 < 0.05, which confirms that H_2 is accepted. Therefore, PU has a positive and significant effect on Behavioral Intention with a standardized beta value of 0.724 (Table 4).

Table 4. T Test Results for PU Variables

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.178	.658		7.865	.000
1 PERCEIVED USEFULNESS	.593	.057	.724	10.400	.000

Dependent Variable: BEHAVIORAL INTENTION

Source: Primary data processed, 2025

The two dominant indicators in PU are "Skyscanner app helps me find flight tickets quickly" and "Price comparison feature helps me get the best price", both with a correlation value of 0.904. This suggests that users highly value the practical benefits the app offers in terms of efficiency and optimal decision-making.

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These findings are consistent with TAM and previous research by(Wicaksono & Maharani, 2020), which found that perceived usefulness is a strong predictor of technology adoption. When Generation Z users judge that the application effectively helps achieve their goals, the intention to use it increases significantly.

4.4.3 The Effect of Trust on Behavioral Intention

The t-test results for the Trust variable show the t-count value (9.923) > t-table (1.66055) with a significance of 0.000 <0.05, which means H_3 is accepted. Thus, Trust has a positive and significant effect on Behavioral Intention with a standardized beta value of 0.708 (Table 5).

Table 5. T Test Results for Trust Variables

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.976	.709		7.020	.000
	TRUST	.590	.059	.708	9.923	.000

Dependent Variable: BEHAVIORAL INTENTION

Source: Primary data processed, 2025

The most dominant indicator in Trust is the statement "I believe that Skyscanner is committed to helping customers find the best price" with a correlation value of 0.926. This indicates that users' trust in the integrity and commitment of the app is very high, which is an important factor in the context of online transactions (Suryani et al., 2020). (Schnall, 2017)

This result is in line with the e-commerce theory proposed by (Schnall, 2017) which emphasizes that trust is the main foundation in digital interactions, especially in the context of financial transactions such as purchasing flight tickets.

4.4.4 Simultaneous Effect of PEOU, PU, and Trust on Behavioral Intention

The F-test results show the F-count (130.857) > F-table (2.70) with a significance of 0.000 <0.05, which indicates that H_4 is accepted. Thus, PEOU, PU, and Trust simultaneously have a positive and significant effect on Behavioral Intention (Table 6).

Table 6. F Test Results (Simultaneous)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	380.413	3	126.804	130.857	.000[b]
	Residual	93.027	96	.969		
	Total	473.440	99			

Dependent Variable: BEHAVIORAL INTENTION
Predictors: (Constant), TRUST, PERCEIVED USEFULNESS, PERCEIVED EASE OF USE

Source: Primary data processed, 2025

The coefficient of determination (R^2) of 0.804 indicates that 80.4% of the variation in Behavioral Intention can be explained by the three independent variables, while the remaining 19.6% is influenced by other factors outside the model (Table 7).

Table 7. Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.896[a]	.804	.797	.984

Predictors: (Constant), TRUST, PERCEIVED USEFULNESS, PERCEIVED EASE OF USE

Source: Primary data processed, 2025

These results support the TAM theory developed by Davis (1989) and further developed by subsequent researchers by adding Trust factors in the context of e-commerce and mobile applications. (Kristyowati, 2021; Legris et al., 2003).

4.5 Theoretical and Practical Implications

Theoretically, these findings strengthen the TAM model in the context of airfare comparison applications, while emphasizing the importance of the Trust factor in the technology adoption model, especially for Generation Z. This study also provides empirical evidence on how the three factors interact to influence users' behavioral intentions.

Practically, the findings provide valuable insights for price comparison app developers and marketers in the travel industry. To increase app adoption among Generation Z, companies should focus on:

1. Improve ease of use through intuitive interface and simple navigation.
2. Strengthen perceived usability by providing features that are efficient and help users achieve their goals quickly.
3. Build trust through transparency, data security, and consistency in providing accurate search results.

CONCLUSIONS

This study produces significant empirical findings regarding the factors that influence the intention to use the Skyscanner app among Generation Z in Yogyakarta. The analysis shows that the three independent variables-Perceived Ease of Use, Perceived Usefulness, and Trust-partially and simultaneously have a positive and significant effect on Behavioral Intention to Use with a coefficient of determination of 80.4%. Perceived Usefulness has the most dominant influence with a standardized beta value of 0.724, followed by Perceived Ease of Use (0.720) and Trust (0.708). These findings reinforce the Technology Acceptance Model (TAM) concept in the context of airfare comparison apps, while underscoring the importance of developing intuitive interfaces, efficient features, and building trust through data transparency and security. For app developers and marketers in the travel industry, this research provides strategic insights to increase technology adoption among Generation Z by focusing on these three aspects. For future research, it is recommended to expand the scope of respondents to various demographic groups, explore additional variables such as Social Influence and Perceived Risk, and

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conduct comparisons between similar platforms to gain a more comprehensive understanding of technology adoption behavior in the context of digital travel services.

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